

Robert E. Lee



**“Blue Christmas”
&**

**“White Christmas”
HMG Christmas 2007**

**Now at Country Radio!
“I Can’t Help
Falling In Love
With You”**

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Abandon The Past Embrace The Future

**By: Dan Cowart, President/Founder of Audio Outreach
International (www.audio-outreach.com)**

All industries just like all organizations need a discipline that makes them face up to the reality of their future. The Inspirational Country Music as well as the Country music industry just like other industries, is again going through a time of modification and redesign. Eventually what we are doing today will become obsolete tomorrow.

Our challenge as an industry is to face our realities as an industry and pray that God gives us the wisdom and understanding to know what we need to abandon today and what we need to embrace to prepare us for our future.

Without systematic abandonment of what has become obsolete, we will squander our best resources and will lack the needed resources and capable people to take advantage and exploit the opportunities that God has planned for our future.

In a world that is changing at a faster pace than ever in history, how do we know what we should stop doing or abandon in order to position ourselves for God’s future for us as an industry.

This is the great challenge of every industry, government, church, and organization and for us as well. There is no easy answer, but there are some questions that we should never stop asking ourselves. When we understand the answers, we will be better equipped and prepared to make the right decision as to what needs to change.

1. Has our product or our market started to die? Do we only have a few years of life? “Remember dying products or markets always demand the greatest amount of care, effort and resources.”
2. Is the only reason we keep doing things the same way because it’s the way we’ve always done it? This will always hinder us from moving forward and taking advantage of the

opportunities of the future.”

3. Are we investing the majority of our resources in maintaining the old declining product or market while the new products and market is being neglected or the growth is being stunted for lack of resources?

As we carefully answer these questions openly and honestly as an industry, we will better understand what and when we need to abandon our past and embrace our future.

The Inspirational Country Music industry, though still only an infant, young and still considered new, is changing so rapidly that we can all find ourselves so focused on the ways of yesterday that we don’t see what is taking place today.

If we close our eyes to the realities of what is changing in our market place today, we will see the world take the financial rewards for the music that we have created.

The financial rewards that God intended for the church can end up in the hands of the world if we don’t abandon our past where applicable and embrace our future as God directs us.

